MULTIMEDIA UNIVERSITY

STUDENT ID NO

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FINAL EXAMINATION

TRIMESTER 2, 2017/2018

LRP 0015 – READING FOR ACADEMIC PURPOSES

(FE14)

02 MARCH 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SIX** printed pages with 4 sections.
2. Answer **ALL** questions.
3. Write **ALL** your answers in the Answer Booklet.

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SECTION A: SEQUENCING OF EVENTS [5 MARKS]

Instructions: Read the following passage and answer the questions that follow.

The Development of Korean Pop Culture

Korean pop culture has risen as the most developed pop culture in Asia over the last ten years. American pop culture does not dominate Asian cultural market anymore. Asians are giving their attentions to the cultural media in which they can find their identities. Many have recently preferred Korean pop culture, which is fresh, trendy, and something that contains Asian sentiments.

More and more people in Asia are selecting to listen to Korean pop songs, watch Korean movies, and travel to Korea to visit places shown in Korean dramas. The sudden rise of Korean pop culture in its popularity and its dissemination throughout Asia is innovative, unprecedented, and fascinating. This cultural flow in contemporary Asia is called the "Korean Wave."

The term "Korean Wave" refers to the phenomenon of Korean popular culture, disseminated primarily through the mass media and enjoyed a broad popularity outside of Korea. It includes Korean dramas, movies, pop music, fashion, games, and any other cultural contents. Public media began recognising Korean popular culture in mainland China in 1997, when the Korean television drama "Star is in My Heart" was broadcasted in China, Taiwan, Hong Kong, and other Asian countries. China broadcasting company broadcasted the drama throughout Asia under its Chinese title, and the drama aroused broad popular appeal especially in mainland China. Among many elements composed in the drama, the main actor, Ahn Jae Wook, caught people's attention by his good looks. Ahn Jae-Wook, therefore, became a symbol of the Korean wave in China. The popularity of "Star is in My Heart" had made people in China craved for more stories and then more dramas such as "Autumn Story", "Winter Sonata", "What is the Love" and many other dramas fascinated people in China.

Korea pop music has also taken a huge role of the Korean Wave from the beginning. Young dance music groups, "H.O.T" and "Clone" ignited the Korean Wave in China in 1999. Various radio stations in China began to create programmes specialising K-pop. Moreover, it is known that the number of fans of "H.O.T." was eight million only in China in 2002. Afterwards, at least 50 different Korean pop albums were produced in China, and more than three million albums in total were sold by 2002.

Beyond simply consuming the media contents, Chinese teenagers repeated Korean pop songs and imitated Korean actors' and singers' fashion and hairstyle. In addition, Korean restaurants in China became popular among people who were enjoying Korean pop culture. Through the indirect experience of Korean food in television drama, people became familiar to it and such familiarity made people walk to Korean restaurants.

Started with the drama, "Star is in My Heart", and Korean pop music sung by "H.O.T" and "Clone" in China, the Korean Wave outstretched to Taiwan, Hong Kong, Singapore, Vietnam, and other Asian countries. The "Korean Wave" started to link Asian regions in a huge boundary of cultural kinship.

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As the effect of the Korean Wave, the national image of Korea was recognized as positive. As a result, Korean products raised their own value as well. Samsung mobile phones and LG air conditioners and microwaves took bigger portions at Chinese market as people demanded more of such products.

The good quality of cultural media comes to the foremost reason. According to the Chinese local analysis, Korean dramas have outstanding storylines, well designed characters, and sophisticated directing system. Plus, original background music (OST) is excellent as well. Most Chinese or Taiwanese dramas repeat the obvious storylines making people already bored by watching only the first episode. Korean dramas, on the other hand, own various styles and types of story. Their creativities in developing stories fuel people's curiosities to see the next episode.

Even though Asian countries are bound with the similar cultures and traditions, purity in love and "family value" were lost in Japanese and Chinese society. Pure-hearted feelings and harmonious aspects of Korean society reflected on drama played the significant role to promote the "Korean Wave" in two societies.

Adapted from Ingyu Oh &Hyo Jung-Lee (2013, December 9). Cross-Currents: East Asian History and Culture Review E-Journal No. 9. Retrieved from: http ://cross-currents.berkeley.edu/e-journal/issue-9

Instructions: Fill in the statements based on the timeline of the development of Korean Pop Culture.

The beginning of Korean Television Drama in China

1. _____
2. _____
3. _____

Korean Pop Music

4. _____
5. _____

Continued...

SECTION B: SUMMARY [15 MARKS]

Instructions: Read the following text carefully. Based on the information, write a summary of about **120 words** on ***the negative effects of fast fashion.***

Fast Fashion: The Unknown Facts

You drive to Walmart, Target, or H&M, if you are feeling bold. You grab a shopping cart and ready yourself for what is to be a good, busy spree—you and the rest of the masses. You go after the basics: the T-shirts in multiple colours, the pair of jeans that you are excited to wear for a single specific event. You leave satisfied, for the time being, managing to squeeze in a variety of items within your conservative budget. In a few weeks, you toss the shirt, because it shrank or ripped, but you pay no mind. You did buy five shirts for $20, after all. You became part of what we have come to call *fast fashion*: an industry of inexpensive, disposable apparel that appeals to us, as the consumers who are eager to demand trendier styles quickly and cheaply, often ignoring that its production and disposal have disastrous outcomes for our environment and society.

The fashion industry as we know it today evolved significantly after 2005, when the World Trade Organization dismissed the quota system that capped overseas production of apparel, and opened the doors for the now $3 trillion dollar industry that employs over 60 million people worldwide. The first and perhaps more obvious impact of the fashion industry is on the environment. Water pollution of streams and lakes through the use of harmful, toxic chemicals, dyes, and detergents are on the rise caused by these irresponsible companies. According to an investigation by Greenpeace, chemicals found in clothing including NPEs, toxic perfluorinated chemicals (PFCs), and azo dyes, all of which are carcinogenic to both humans and animals. Close to 20% of the water pollution is produced by the textile industry by the some 8000 synthetic substances, according to The Guardian, approximately 70 % of China's lakes and rivers are contaminated, and much of it comes from the production of textiles. Similar to oil spills, incidents such as China's Red River incident in 2012 are caused by corporations in the industry which are reluctant to take assertive action to mitigate the damage and improve their processes. The contamination of rivers, lakes, and oceans is not the only water related outcome of the fast fashion industry. Producing textiles, from harvest to final product, takes a significant toll on the amount of water used, as well. A report on Bangladesh's textile industry impact calculated that it takes as much water to sustain two people per day as it takes to produce one kilogram of fabric.

The demand for fast fashion has created irresponsible production practices by multinational corporations. They often ignore well documented cases of slavery, child labour, and the contributions of these practices in gender inequality. Offering low wages is the result of their dying hunger for more profit. For instance, reports suggest that in the Guandong province in China, young women in the textile industry work 150 hours of overtime every month, at little pay, without insurance. In Cambodia, there are over 80% of the workers in the textile industry are women. Many of whom are the single income earners in their families, and most of them are unable to afford a decent living with their current wages. Just as concerning is the blatant disregard for reports of child labour. The Center for Research on Multinational Corporations released multiple reports assessing the hazards and human rights violations in the fashion industry. In India, for instance,

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60 % of workers are under the age of 18. Many of them are bound to the spinning mills, physically confined to the work location. This lack of regulation has led to hazardous work conditions, more recently brought to light by the collapse of the Rana Plaza factory in Bangladesh in 2013, where over a thousand workers were killed. Today, around 97% of the world's apparel production is carried out by countries "with few labour laws and rock-bottom minimum wage."

Waste is also a major concern within the fashion industry, both at the pre-consumer and post-consumer stages of the garment's life cycle. Over 6 % of the 400 billion square meters of textiles produced annually are deemed "cutting room floor waste," which typically ends in landfills. The trend of the mass production is to produce many clothes, but they do not provide longevity. Once the low-quality clothes are produced, major cities like New York, London, and Hong Kong discard between over a million tons of clothes per year, of which 80 percent could be reused but instead will also end in a landfill. In fact, in 2012 alone, the US sent 11 million tons of fabric to landfills, occupying over 126 million cubic yards of space in just one year.

The need for fashion is not a sin, but the way it is produced is. A fairer, cleaner future includes the excitement we will hopefully soon share when we brave the long lines at Walmart, Target, and H&M as they join an eco-fashion industry that does not taint the art and self-expression of clothes with azo-dyes and slavery.

Adapted from Christian, S (2016, November15) Fast fashion : The Unknown Facts Esquire.com Retrieved from http://www.esquire.com/style/news/a50655/fast-fashion-environment/ on November 26, 2017

SECTION C: COMPREHENSION QUESTIONS [10 MARKS]

Instructions: Read the following article below and answer the questions that follow.

Online Purchase: A Study of Generation Y in Malaysia

Technology developments have improved customers' information accessed via various media methods such as print, broadcast and electronic media comprising the Internet. Among these methods, the Internet has become a highly used medium for businesses and service providers in communicating information and delivering products and services to customers. The Internet is favoured by business owners for dispersing information to customers as it is flexible, open, informal, and interactive. With the presence of Internet, latest information can be dispatched to customers speedily, 24 hours a day, seven days a week regardless of geographical location. The benefits of the Internet have led many people attached to the Internet. Businesses started to incorporate Internet applications in their business operations (Alba et al., 1997), and consumers started to start their online purchase via internet. According to Retail Research (2012), in Europe, more than 71% of European has shopped online and the e-commerce market was around £101, 840 million in year 2011. Also, the e-commerce market in United States in year 2013 is around USD 312 billion (e-Marketers, 2014). The e-commerce market is anticipated will continue to grow in the future as many e-marketers (2014) reported that global e-commerce market will exceed USD1.7 trillion by year 2015. Generation Y is believed to be the biggest group of people who utilised the internet in online purchase and contributed to the growth in e-commerce market as they are highly dependent on complex technology and are most comfortable with online and mobile activities.

Continued...

Despite the growth in using Internet among Generation Y, however, the growth in online purchase is not in line with the growth of internet usage among generation Y. According to a report by MCMC, out of the segment of people who purchased goods and services online in Malaysia in 2016, only 47% of them are aged between 20 and 29 (Generation Y). This purchase statistics is relatively low compared to the Generation Y in other developed country such as United Kingdom (68%). In addition, according to Kok (2014) from E-Marketeers Department, most Malaysians still felt reluctant to purchase online due to reasons such as security and privacy.

Online purchase is in fact a trend now in the global market. Hence, it is an opportunity for the business people to utilise this opportunity to serve Generation Y and tap this untapped market in Malaysia. It is suggested that the online seller should start to participate in online market by offering ecommerce website for Generation Y to shop. In order to encourage the Generation Y to shop with the seller, the sellers have to find ways to build consumers trust on the website. In addition, sellers must provide an online platform of discussion and feedback from other customers. Once the trust is formed, it will subsequently encourage Generation Y to purchase online and the growth of online purchases market in Malaysia. For example, seller can have more security and privacy tools in their website to assists the Generation Y trust formation when purchasing online. In addition, peer to peer discussion forum and real time interaction with sellers should be formed in the website so the buyers can check with others members before they conduct the shopping activities. This can increase their confidence level before they decided to shop using the specific website.

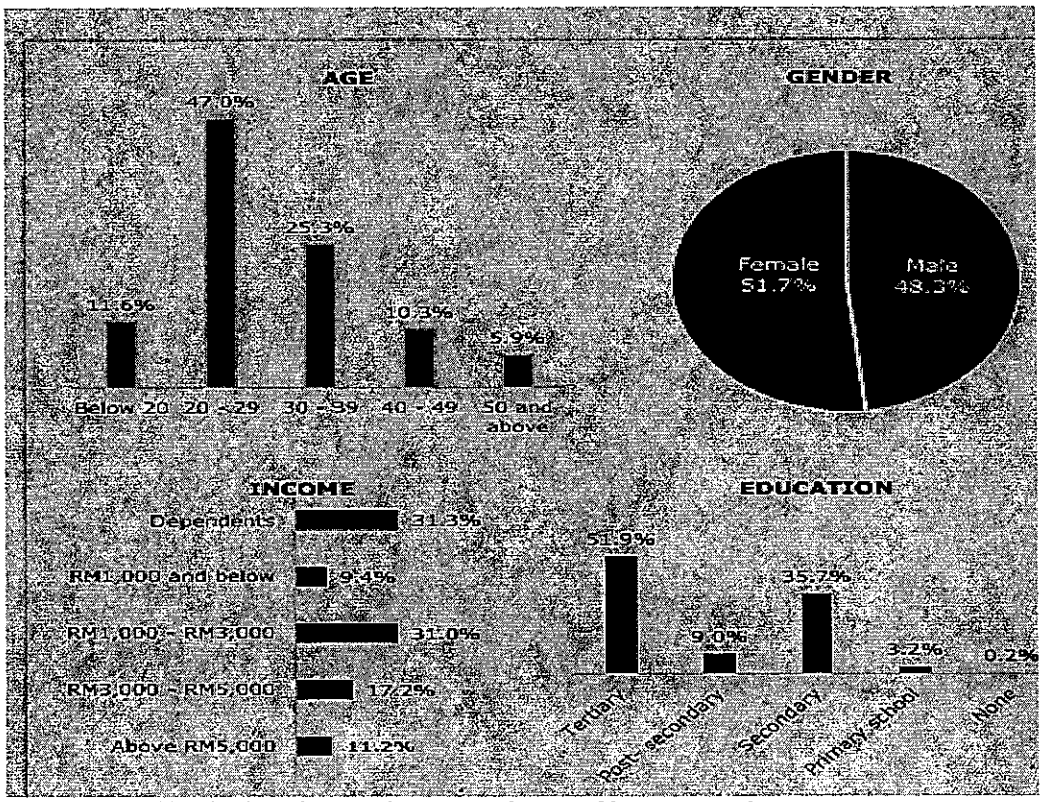

Figure 1 : Profile of online shoppers by age, gender, monthly income and educational attainment(MCMC,2016)

Continued...

Instructions: Answer the following questions in complete sentences.

a) In what ways the Internet is useful to businesses and service providers? (1 mark)

b) What made the Internet the preferred choice of medium of business? (2 marks)

c) As suggested by the writer, what is the reason e-commerce market will continue to grow in the future? (1 mark)

d) What are the ways suggested by the writer to increase the growth of online purchase by Generation Y? (3 marks)

e) State the total percentage of online purchasers between the age of 20-39. (1 mark)

f) What can you conclude from the graph about the trend of shopping based on the educational attainment? (1 mark)

g) State the level of income that does online shopping the least. (1 mark)

SECTION D: IDIOMS AND PHRASAL VERBS [20 MARKS]

Instructions: Construct sentences using the following idioms. You may change the verb according to your subject and tenses.

1. Miss the boat
2. Jump on the bandwagon
3. Cut corners
4. Devil's advocate
5. Ball is in your court

Instructions: Construct sentences using the following phrasal verbs. You may change the verb according to your subject and tenses.

1. Hand over
2. Take after
3. Leave out
4. Put forward
5. Set aside

End of Paper